LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY INC
ADVERTISING

P115L

PRINT PRODUCTION ESTIMATE

DATE: 04/14/94

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CLIENT:	PHILIP MORRIS INC	CLIENT ID#:	LNP1002-94/MENT
L B JOB#:	M41502	FISCAL YEAR:	94
AD#:		START DATE	04/14/94
SIZE/COLOR:		REV #:	00
MEDIA/DATE:	PRINT,1994	REV DATE:	
DESCRIPTION:	BRAND X MENTHOL DEVELOPMENT	PREV REV DATE:	
PRODUCT:	24-LB NEW PROD.	SERVICER:	SMITH

	PREVIOUS ESTIMATE	CURRENT ESTIMATE
YES/PRINTS		900.00
LLUSTRATION		1,000.00
ETOUCHING		2,000.00
EPRODUCTION FEES		
HOTOGRAPHY		1,000.00
TOTAL VISUALS		4,900.00
YPOGRAPHY/LETTERING		5,000.00
EYLINE		15,000.00
HOTOSTATS		5,000.00
TOTAL STUDIO		25,000.00
RINTING MATERIAL		100.00
THER (SEE NOTES)		
OMPREHENSIVE LAYOUT		
TOTAL COMMISSIONABLE COSTS		30,000.00
AGENCY COMMISSION		4,500.00
TRAVEL AND EXPENSES		100.00
TRAVEL/MEALS		100.00
SHIPPING AND OTHER NET COSTS		300.00
TOTAL GROSS COSTS		35,000.00

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TES:
CONTINUED DEVELOPMENT OF MENTHOL CAMPAIGN & RESEARCH MATERIALS FOR BOTH MENTHOL & NON-MENTHOL.

CLIENT ACCOUNTING
94 MAY -9 PM 12:42

CLIENT 5/4/94 DATE

AGENCY 4/20/94 DATE

CLIENT ACCOUNTING

Source: https://www.industrydocuments.ucsf.edu/docs/tnwm0004

A DIVISION OF LEO BURNETT COMPANY, INC
ADVERTISING

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PRINT PRODUCTION ESTIMATE

DATE: 04/14/94

CLIENT:	PHILIP MORRIS INC	CLIENT ID#:	LNP1000-94
L & B JOB#:	M41500	FISCAL YEAR:	94
AD#:		START DATE:	02/01/94
SIZE/COLOR:		REV #:	01
MEDIA/DATE:		REV DATE:	04/14/94
DESCRIPTION:	BRAND X DEVELOPMENT	PREV REV DATE:	
		SERVICER:	SMITH
PRODUCT:	24-LB NEW PROD.		

	PREVIOUS ESTIMATE	CURRENT ESTIMATE
DYES/PRINTS	2,000.00	700.00
ILLUSTRATION	500.00	200.00
RETOUCHING	6,000.00	3,200.00
REPRODUCTION FEES	500.00	100.00
PHOTOGRAPHY	2,000.00	2,000.00
TOTAL VISUALS	11,000.00	6,200.00
TYPOGRAPHY/LETTERING	8,000.00	1,000.00
KEYLINE	40,000.00	77,686.00
PHOTOSTATS	2,000.00	2,000.00
TOTAL STUDIO	50,000.00	80,686.00
PRINTING MATERIAL	1,000.00	1,000.00
OTHER (SEE NOTES)	200.00	200.00
COMPREHENSIVE LAYOUT		
TOTAL COMMISSIONABLE COSTS	62,200.00	88,086.00
AGENCY COMMISSION	9,330.00	13,213.00
TRAVEL AND EXPENSES	1,000.00	600.00
TRAVEL/MEALS	1,000.00	300.00
OTHER NON-COMM (SEE NOTES)	500.00	454.00
SHIPPING AND OTHER NET COSTS	1,000.00	600.00
TOTAL GROSS COSTS	75,030.00	103,253.00

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NOTES:
REVISED TO INCREASE COST TO INCLUDE EXPLORATION OF ADDITIONAL PACK DESIGNS AND ADDITIONAL EXECUTIONS FOR RESEARCH INCLUDING PACK COMPS.
ORIGINAL ESTIMATE COVERED INITIAL DEVELOPMENT OF BRAND X MENTHOL & NON-MENTHOL EXECUTION THRU 2/4/94.

91 MAY -5 P12:42

CLIENT _____ DATE 5/4/94 AGENCY _____ DATE 4/20/94

CLIENT ACCOUNTING

Source: https://www.industrydocuments.ucsf.edu/docs/tnwm0004